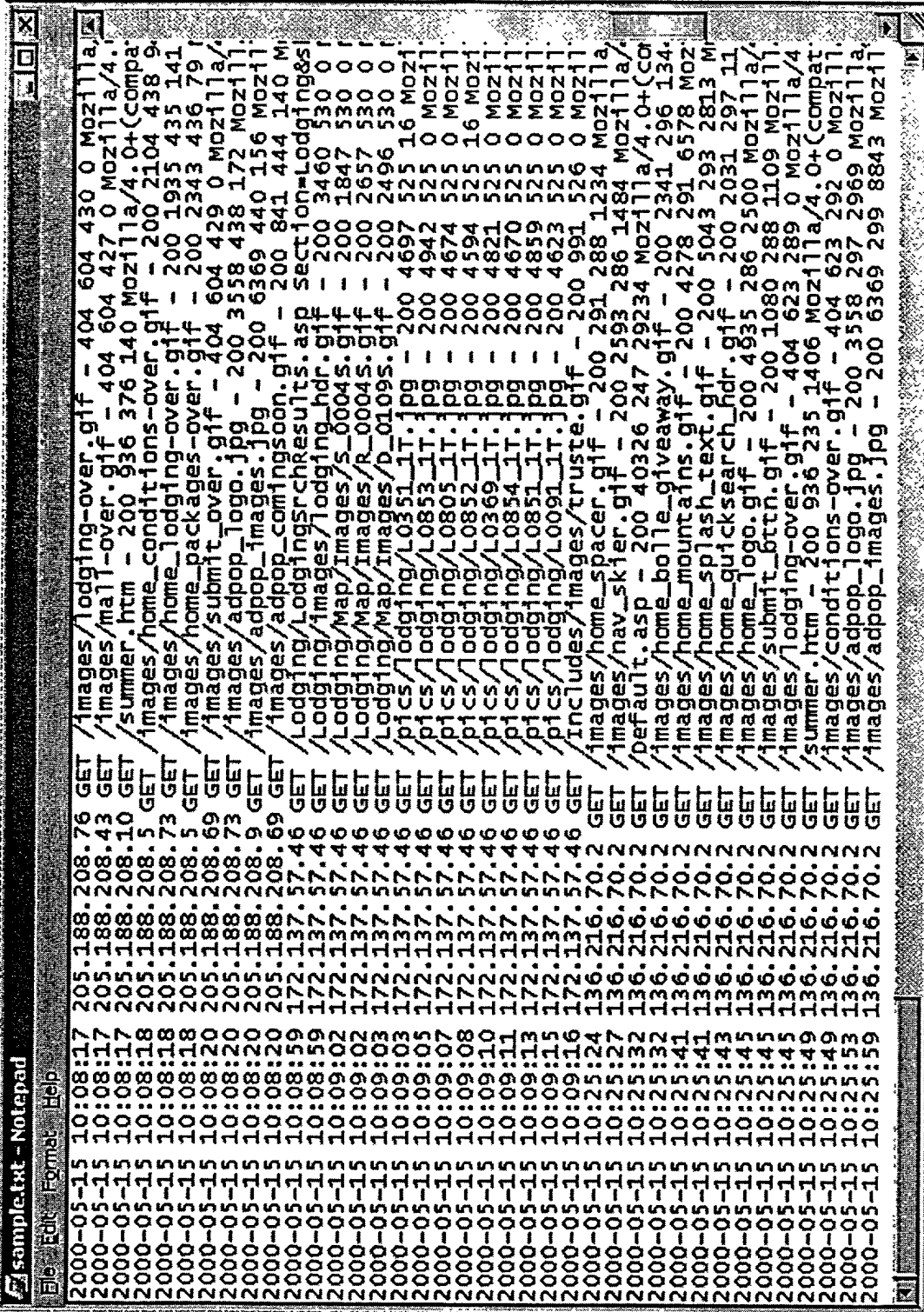


700220" 2750550

1/12



```

sample.txt - Notepad
File Edit Format Help
2000-05-15 10:08:17 205.188.208.76 GET /images/lodging-over.gif - 404 604 430 0 Mozilla/
2000-05-15 10:08:17 205.188.208.43 GET /images/mall-over.gif - 404 604 427 0 Mozilla/4.
2000-05-15 10:08:17 205.188.208.10 GET /summer.htm - 200 636 376 140 Mozilla/4.0+(compa
2000-05-15 10:08:18 205.188.208.5 GET /images/home_conditions-over.gif - 200 2104 438 9
2000-05-15 10:08:18 205.188.208.73 GET /images/home_lodging-over.gif - 200 1935 435 141
2000-05-15 10:08:18 205.188.208.5 GET /images/home_packages-over.gif - 200 2343 436 79
2000-05-15 10:08:20 205.188.208.69 GET /images/submit_over.gif - 404 604 429 0 Mozilla/
2000-05-15 10:08:20 205.188.208.73 GET /images/adpop_logo.jpg - 200 3558 438 172 Mozilla/
2000-05-15 10:08:20 205.188.208.9 GET /images/adpop_images.jpg - 200 6369 440 156 Mozilla/
2000-05-15 10:08:20 205.188.208.69 GET /images/adpop_comingsoon.gif - 200 841 444 140 M
2000-05-15 10:08:59 172.137.57.46 GET /Lodging/LodgingSearchResults.asp section=Lodging&si
2000-05-15 10:08:59 172.137.57.46 GET /Lodging/Images/Lodging_hdr.gif - 200 3460 530 0
2000-05-15 10:09:02 172.137.57.46 GET /Lodging/Map/Images/S_0004S.gif - 200 1847 530 0
2000-05-15 10:09:02 172.137.57.46 GET /Lodging/Map/Images/R_0004S.gif - 200 2657 530 0
2000-05-15 10:09:03 172.137.57.46 GET /Lodging/Map/Images/D_0109S.gif - 200 2496 530 0
2000-05-15 10:09:05 172.137.57.46 GET /pics/Lodging/L0351.IT.jpg - 200 4697 525 16 Mozilla
2000-05-15 10:09:07 172.137.57.46 GET /pics/Lodging/L0853.IT.jpg - 200 4942 525 0 Mozilla
2000-05-15 10:09:08 172.137.57.46 GET /pics/Lodging/L0805.IT.jpg - 200 4674 525 0 Mozilla
2000-05-15 10:09:10 172.137.57.46 GET /pics/Lodging/L0852.IT.jpg - 200 4594 525 16 Mozilla
2000-05-15 10:09:11 172.137.57.46 GET /pics/Lodging/L0369.IT.jpg - 200 4821 525 0 Mozilla
2000-05-15 10:09:13 172.137.57.46 GET /pics/Lodging/L0854.IT.jpg - 200 4670 525 0 Mozilla
2000-05-15 10:09:15 172.137.57.46 GET /pics/Lodging/L0851.IT.jpg - 200 4859 525 0 Mozilla
2000-05-15 10:09:16 172.137.57.46 GET /pics/Lodging/L0091.IT.jpg - 200 4623 525 0 Mozilla
2000-05-15 10:25:24 136.216.70.2 GET /includes/images/truste.gif - 200 991 526 0 Mozilla
2000-05-15 10:25:27 136.216.70.2 GET /images/home_spacer.gif - 200 291 288 1234 Mozilla/
2000-05-15 10:25:32 136.216.70.2 GET /images/nav_skier.gif - 200 2593 286 1484 Mozilla/
2000-05-15 10:25:32 136.216.70.2 GET /default.asp - 200 40326 247 29234 Mozilla/4.0+(C
2000-05-15 10:25:41 136.216.70.2 GET /images/home_bottle_giveaway.gif - 200 2341 296 134
2000-05-15 10:25:41 136.216.70.2 GET /images/home_mountains.gif - 200 4278 291 6578 Moz
2000-05-15 10:25:41 136.216.70.2 GET /images/home_splash_text.gif - 200 5043 293 2813 M
2000-05-15 10:25:43 136.216.70.2 GET /images/home_quicksearch_hdr.gif - 200 2031 297 11
2000-05-15 10:25:45 136.216.70.2 GET /images/home_logo.gif - 200 4935 286 2500 Mozilla/
2000-05-15 10:25:45 136.216.70.2 GET /images/submit_btn.gif - 200 1080 288 1109 Mozilla/
2000-05-15 10:25:45 136.216.70.2 GET /images/Lodging-over.gif - 404 623 289 0 Mozilla/4
2000-05-15 10:25:49 136.216.70.2 GET /summer.htm - 200 936 235 1406 Mozilla/4.0+(compat
2000-05-15 10:25:49 136.216.70.2 GET /images/conditions-over.gif - 404 623 292 0 Mozilla/
2000-05-15 10:25:53 136.216.70.2 GET /images/adpop_logo.jpg - 200 3558 297 2969 Mozilla/
2000-05-15 10:25:59 136.216.70.2 GET /images/adpop_images.jpg - 200 6369 299 8843 Mozilla/

```

FIGURE 1  
(PRIOR ART)

Todd J. McGuire

Attorney Docket No. 5266.02

FIG. 2

206

207

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208

05-20-2000

12:04 P.M. MST

Page 3 of 5

Time on Page (0:01:21)

**amazon.com.**

**Golf For Dummies (Golf For Dummies, 2nd Ed)**  
by Gary Cooper, John Huggan, Alice Cooper  
List Price: \$49.99  
Our Price: \$15.99  
You Save: \$4.00 (20%)  
Availability: Usually ships within 24 hours.  
See larger photo  
Paperback - 400 pages 2nd edition (April 1999)  
ISBN: 0764514005 Dimensions (inches): 0.23 x 0.23 x 7.42  
Other Editions: Hardcover  
Amazon.com Sales Rank: 2,289  
Popular in: WAYNE, NJ (#18), Lady Lake, FL (#4)  
Avg. Customer Review: ★★★★★  
Number of Reviews: 13

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**JEWELRY & WATCHES**  
**KITCHEN & DINING**  
**LAWN & PATIO**  
**TOYS & GAMES**  
**VIDEO**  
**WIRELESS**

**HELP**  
YOUR ACCOUNT

**READY TO BUY?**  
Add to shopping cart  
Add to my wish list

**PLEASE CONTACT ME**  
regarding your ad in  
the USA TODAY from  
5-20-2000. I was unable  
to locate the same price  
on your web site."

**REFERRER BY**  
YAHOO!

**PURCHASE HISTORY**  
04-07-2000 \$39.75  
05-14-2000 \$41.99

**NAME**  
201.45.98.107

BACK NEXT STOP

SAVE E-MAIL TO FRIEND EXIT

TRAFFIC HIEPAPHY

213

214

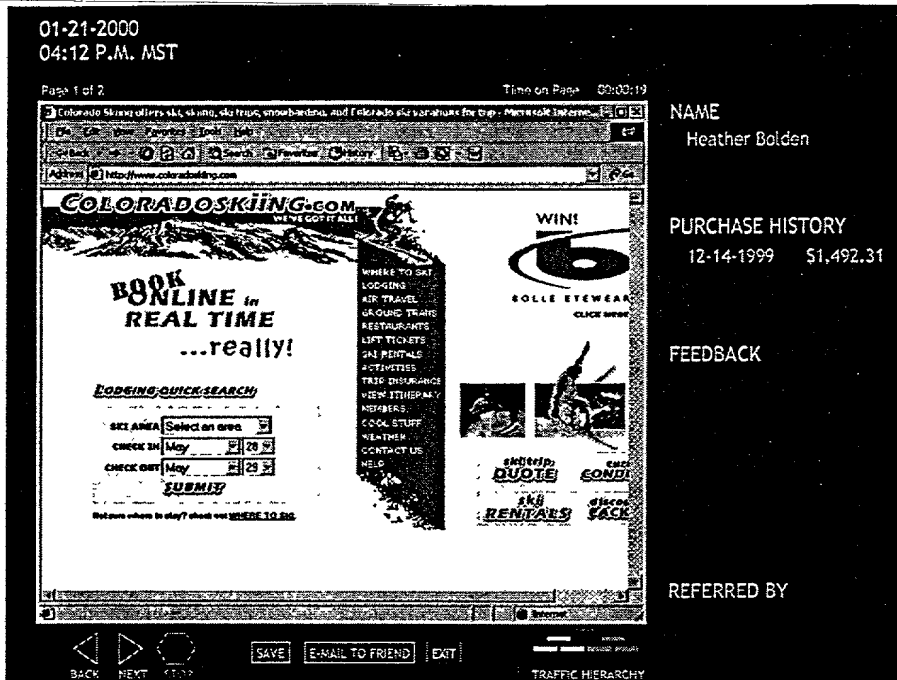
FIGURE 2

212

211

205

3/12



NAME

Heather Bolden

PURCHASE HISTORY

12-14-1999 \$1,492.31

FEEDBACK

REFERRED BY

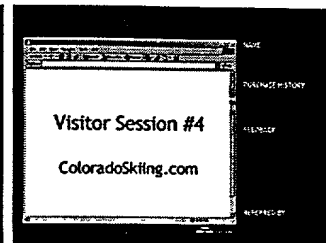


FIGURE 3A

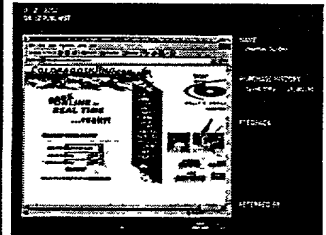


FIGURE 3B

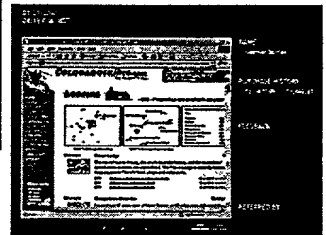
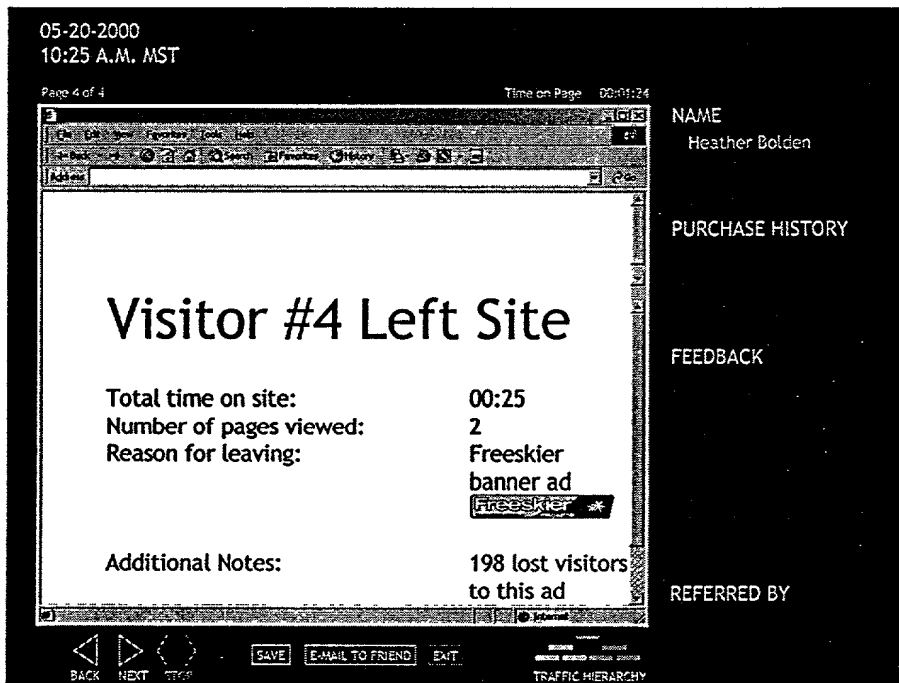


FIGURE 3C



NAME

Heather Bolden

PURCHASE HISTORY

FEEDBACK

REFERRED BY

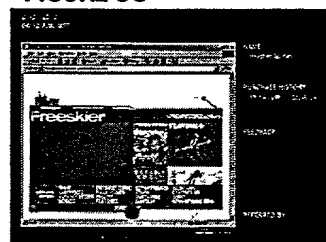


FIGURE 3D

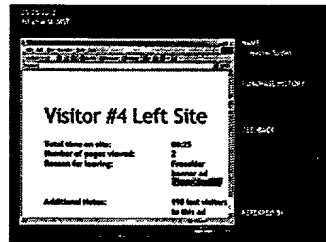


FIGURE 3E

FIGURE 3

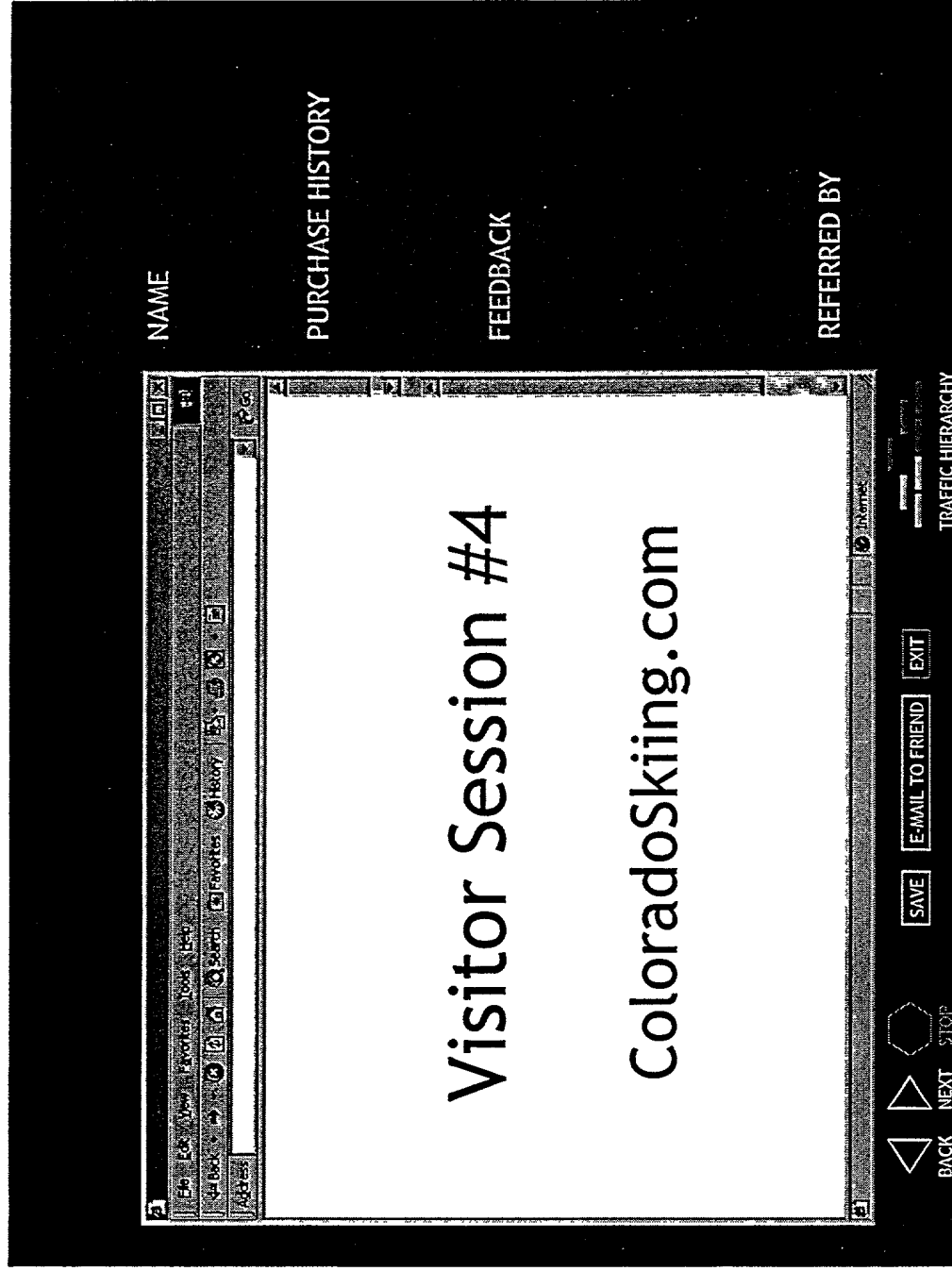


FIGURE 3A

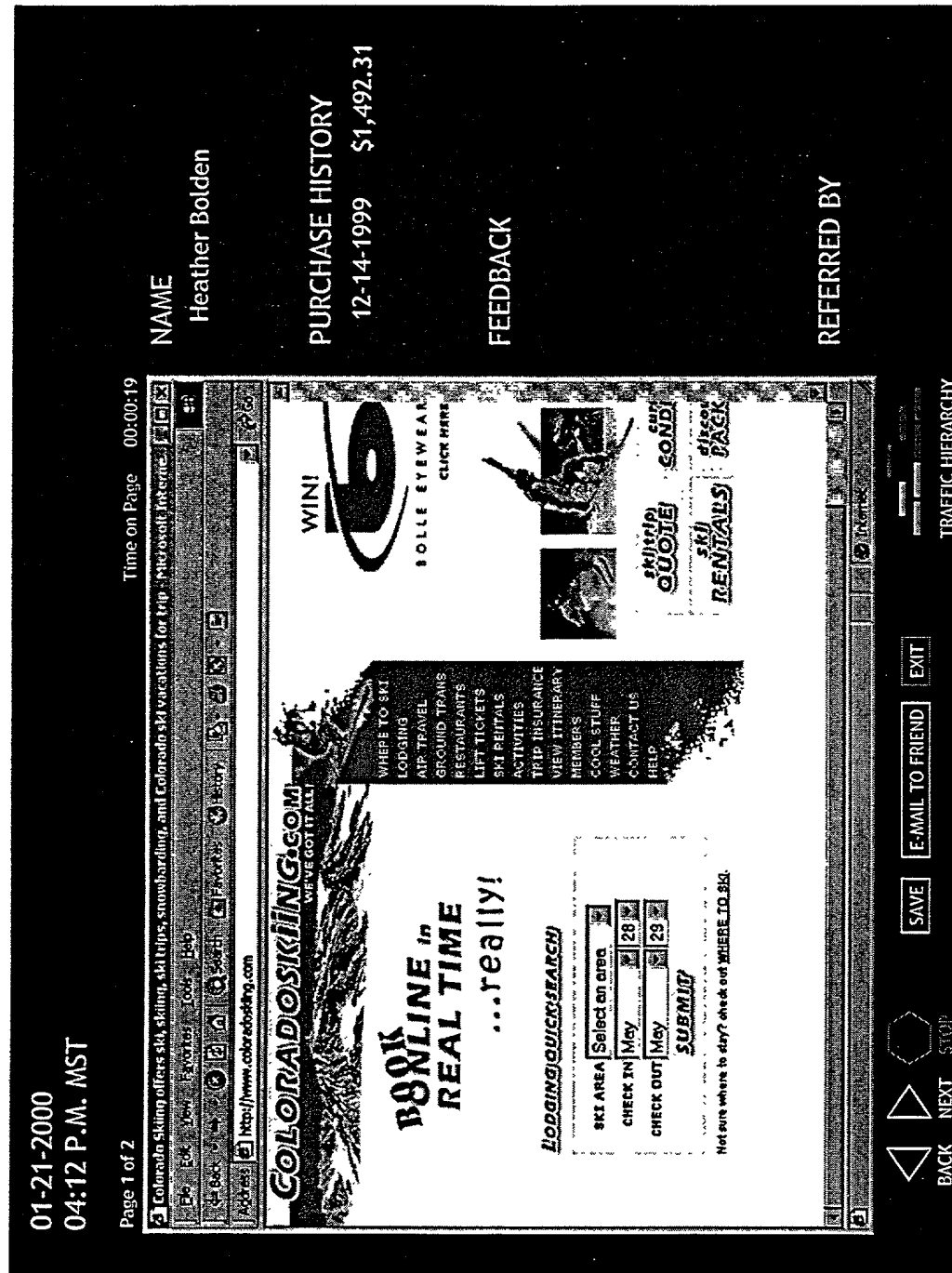


FIGURE 3B

Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address 000%26outmonth%3D5%26outday%3D11%26outyear%3D2000%26Submit%2Ex%3D5%26Submt%2Ey%3D2

Go

**LODGING** **WE'VE GOT IT ALL!**

**COLORADOSKIING.COM**

**Freeskier** **magazine**

**-306 - Properties are available on your**

**LODGING**

**Denver**

**Loveland**

**Silverthorne**

**Frisco**

**Arapahoe Basin**

**Keystone**

**Copper Mountain**

**Breckenridge**

**Distance from Breckenridge to...**

Frisco	14
Dillon	17
Silverthorne	17
Keystone	19
Arapahoe Basin	21
Copper Mtn.	22
Denver	106
Grand Junction	196

**Click To Enlarge State Map**

**Click To Enlarge Regional Map**

**Frisco Lodge**

The natural scenic beauty, the area's bountiful history, and the recreational opportunities available are unparalleled. The Frisco Lodge is centrally located easy access to Frisco's finest shops and restaurants.

\$75	Deluxe 1 Bedroom w/ Private Bath
\$70	1 Bedroom w/ Private Bath
\$55	1 Bedroom w/ Shared Bath

**\$55/night**

**Georgetown Motor Inn**

Located just 37 miles west of Metro Denver or 12 miles east of Summit County

**\$55/night**

**George**

**1 unit(s) available**

**1 unit(s) available**

**1 unit(s) available**

**Done**

**Internet**

**Where To Ski**

**Lodging**

**Air Travel**

**Ground Trans**

**Restaurants**

**Lift Tickets**

**Ski Rentals**

**Activities**

**Trip Insurance**

**View Itinerary**

**Members**

**Cool Stuff**

**Weather**

**Trip Quote**

**Western Guides**

**Colorado**

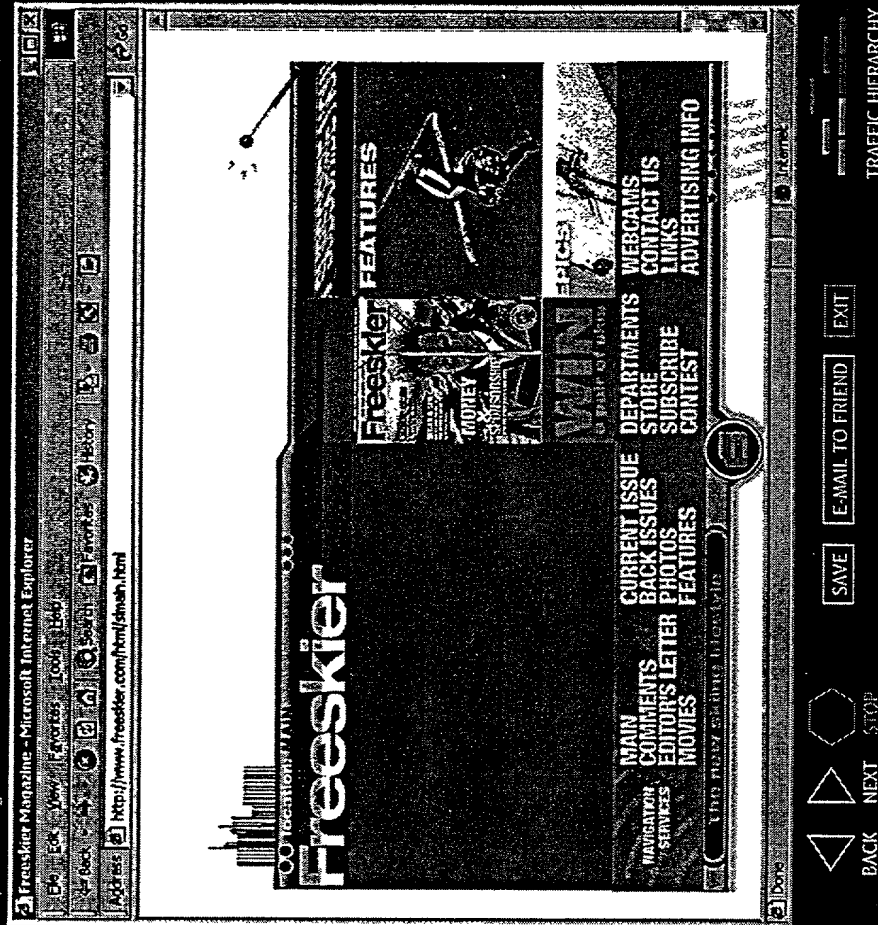
**Ski Atlas**

**& Winter Recreation Guide**

FIGURE 3C

01-21-2000  
04:12 P.M. MST

Departure Page



NAME  
Heather Bolden

PURCHASE HISTORY  
12-14-1999 \$1,492.31

FEEDBACK

REFERRED BY

FIGURE 3D

T00240" 4T960660

8/12

05-20-2000

10:25 A.M. MST

Page 4 of 4

Time on Page 00:01:24

The screenshot shows a web browser window with a title bar and standard navigation buttons (Back, Forward, Stop, Reload, Home, Search, Favorites, History). The main content area displays the following information:

# Visitor #4 Left Site

Total time on site: 00:25

Number of pages viewed: 2

Reason for leaving: Freeskier banner ad

Additional Notes: 198 lost visitors to this ad

At the bottom of the browser window, there is a status bar with navigation buttons: BACK, NEXT, STOP, SAVE, E-MAIL TO FRIEND, and EXIT. To the right of the browser window, there is a vertical sidebar with the text 'TRAFFIC HIERARCHY'.

NAME

Heather Bolden

PURCHASE HISTORY

FEEDBACK

REFERRED BY

FIGURE 3E

9/12

400

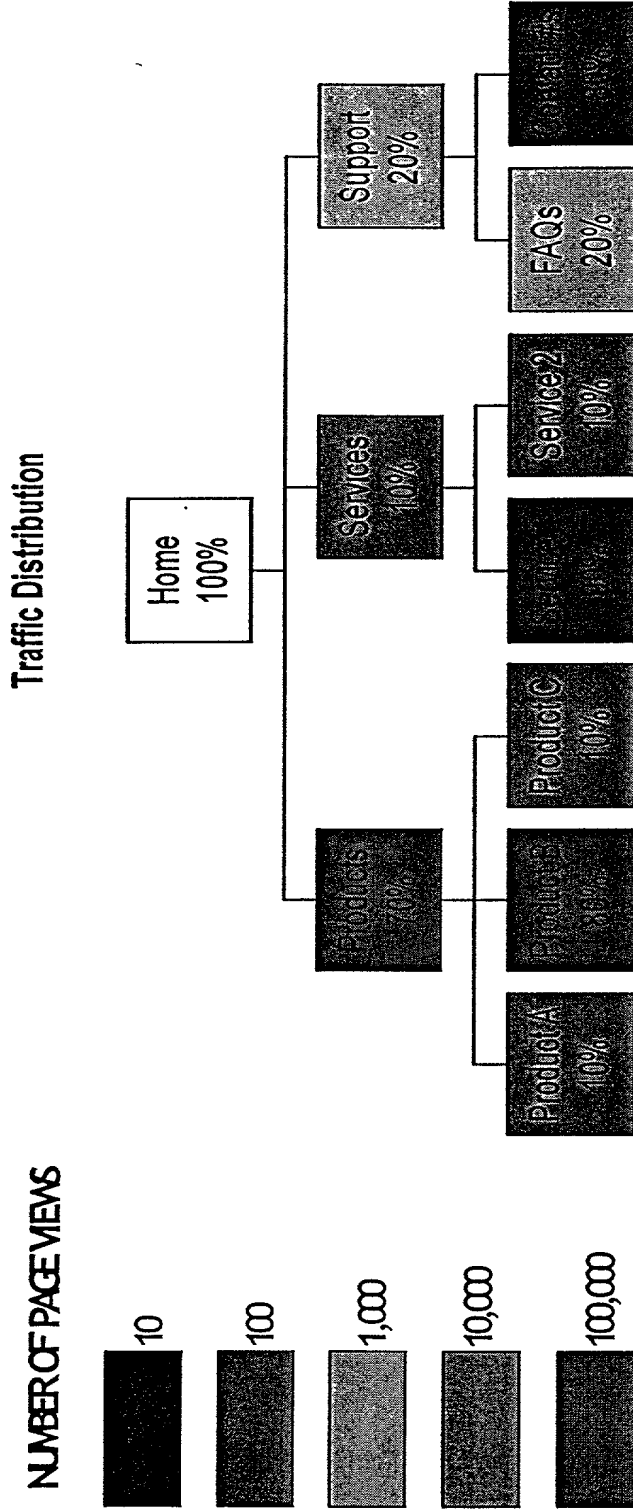


FIGURE 4

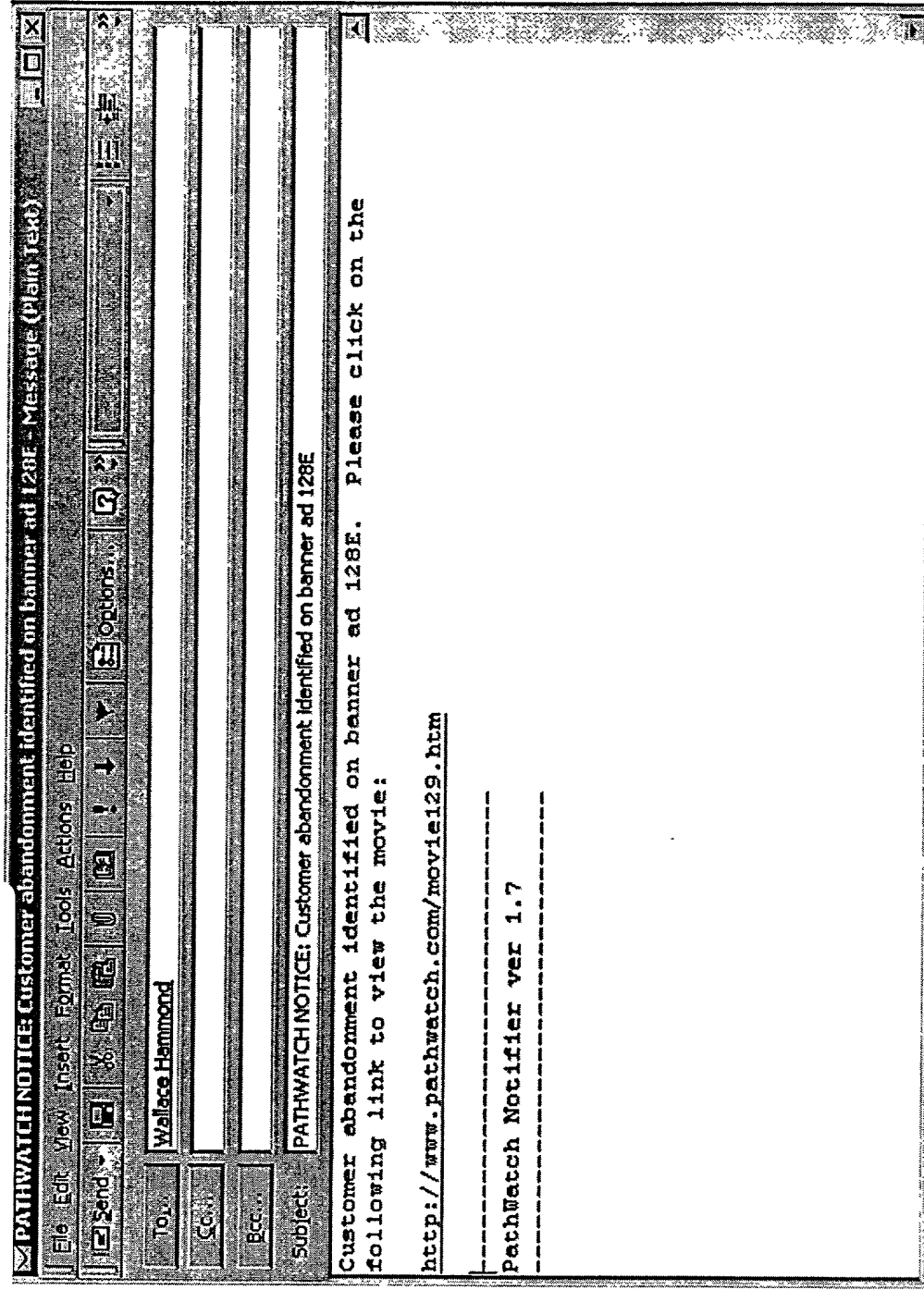
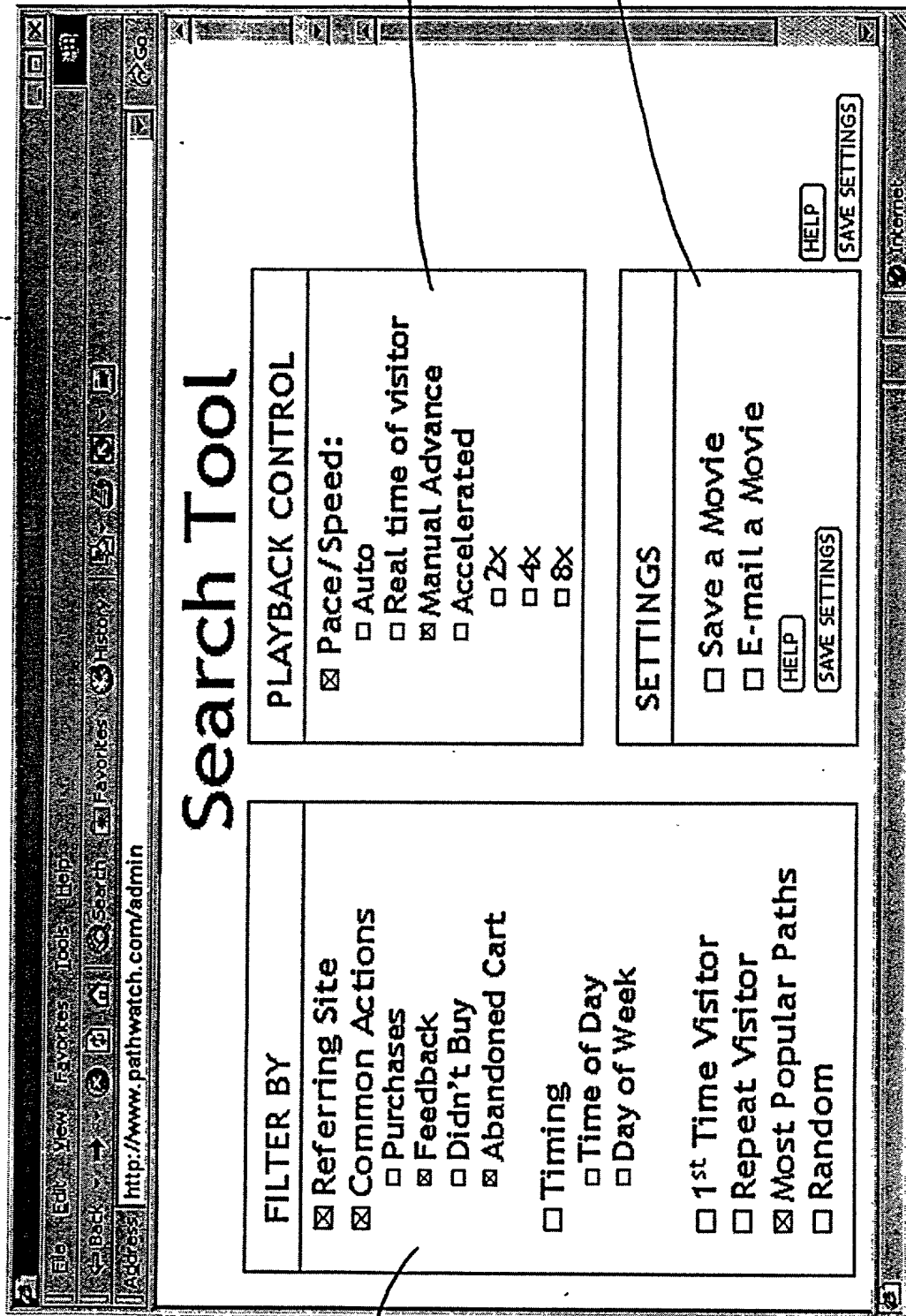


FIGURE 5

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600



602

604

606

FIGURE 6

FIG. 7

12/12

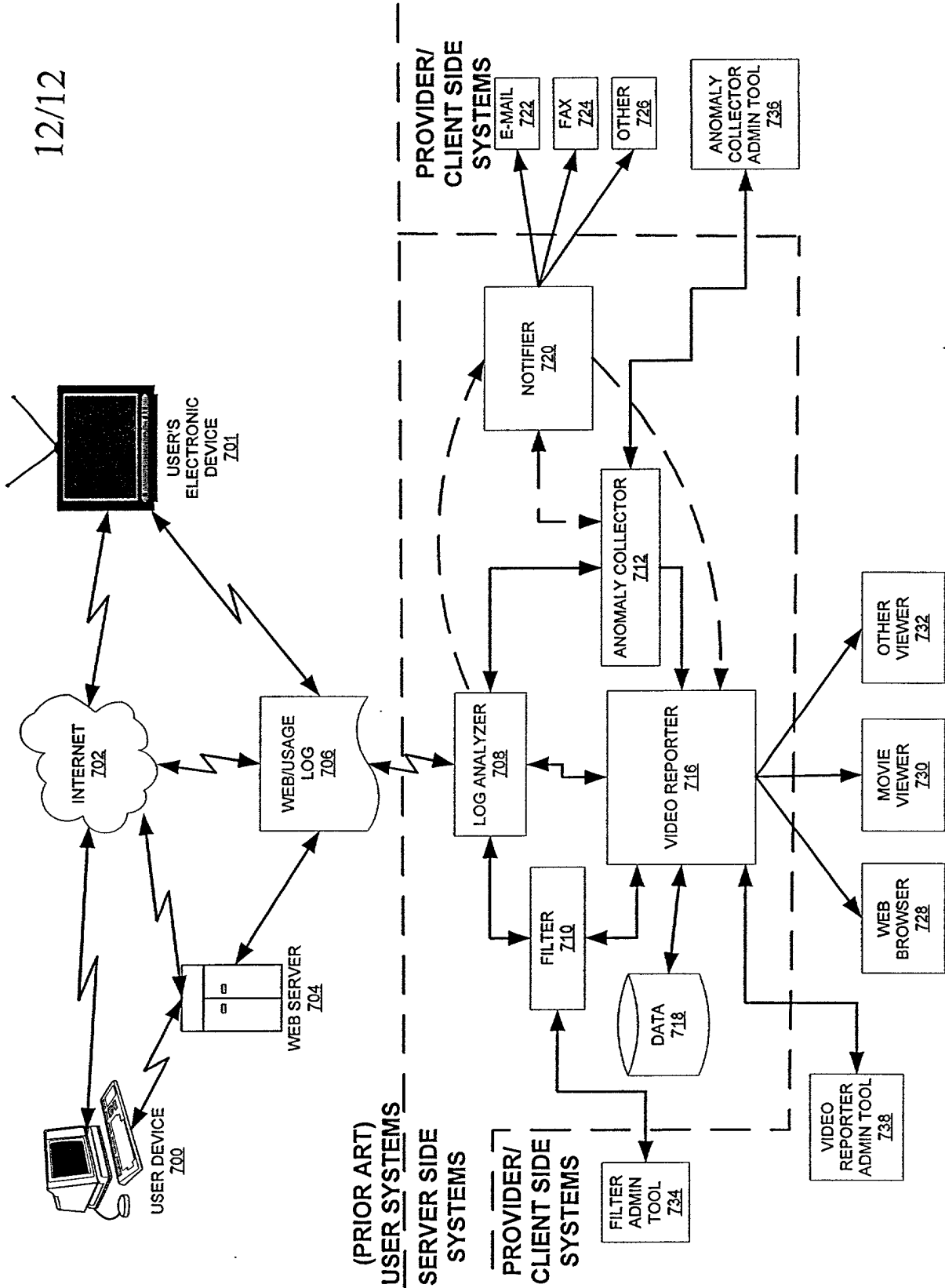


FIGURE 7